



USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 08/08 thru 08/14.

(prices in dollars per carton)

Fri. Aug 08, 2014

SHELL EGG NATIONAL SUMMARY

		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
Feature Rate		24.6% of 22,900 stores				35.9% of 22,900 stores				27.4% of 23,200 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA												
	White 12 pack	30	1.79	550	1.76			1,230	1.38			190	1.02
	White 18 pack			150	2.89	40	2.79	630	2.54	10	2.25	380	1.99
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	20	1.67	890	1.25			1,700	1.21			110	1.57
SPECIALTY	White 18 pack			360	2.42			690	2.27			1,050	2.19
	Brown 12 pack			10	1.49			60	1.99				
	USDA ORGANIC												
	White 12 pack			40	2.66								
	Brown 12 pack	10	3.77	90	3.92	80	3.42	1,590	4.06	10	5.19	430	3.96
	OMEGA-3												
	White 12 pack	410	2.99	670	2.60	180	2.33	830	2.35	610	2.97	1,430	2.59
	Brown 12 pack			10	2.69			130	3.82				
	CAGE-FREE												
	White 12 pack			960	2.50			2,020	2.50			40	2.81
Brown 12 pack	60	3.49	1,550	2.61			2,670	2.58			2,330	3.10	
SPECIALTY	VEGETARIAN FED												
	White 12 pack					170	2.50	250	2.50			150	2.50
	Brown 12 pack	430	2.90	770	2.72	350	2.95	320	2.96	30	2.99	330	2.68

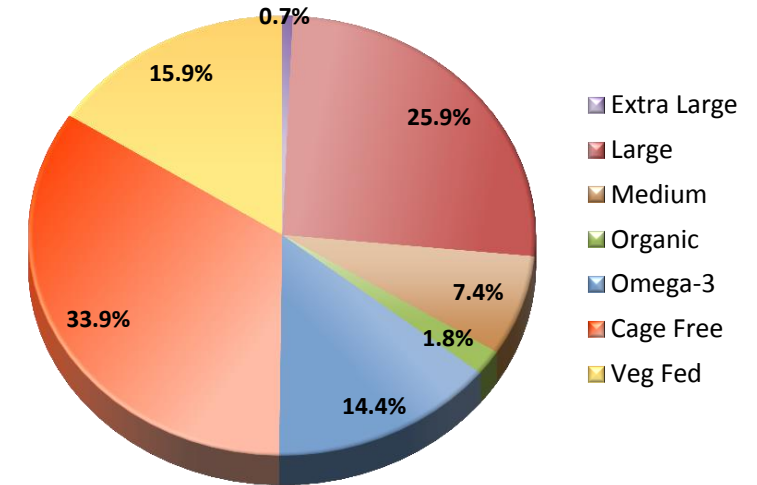
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,010	4,350	1,740	Large Eggs on
Specialty	5,000	8,590	5,360	Aug-04-2014
Total (includes MD)	7,570	13,540	7,410	508.5
Special Rate 4/:	2.9%	1.6%	0.1%	up 8.0%

5/: 1,000's of 30-doz cases

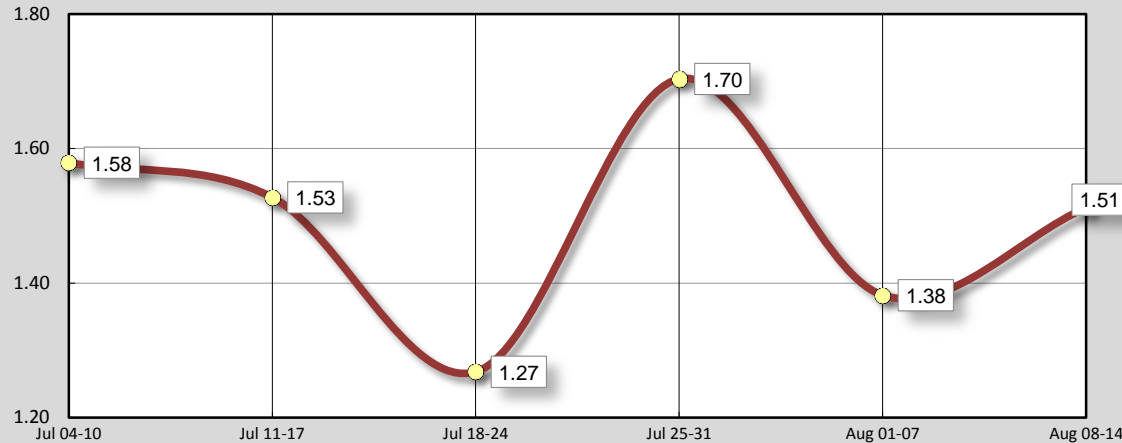
SHELL EGG and EGG PRODUCTS FEATURING

With retailers focusing their attention on back to school shoppers, it seems as though featuring of shell eggs was forgotten compared to levels seen last week. Overall feature activity is lower as the average price of Large White eggs, Grade A or better, offered to consumers increases. Shoppers will be pleased, however, to find that the percentage of 'no price' incentives moves higher this week. Promotions for specialty eggs are fewer in number but ads featuring cage-free and vegetarian fed can still be found. Featuring of liquid egg products are on the rise, with features on 14-16 ounce and 32 ounce more than doubling this week. Overall the shell egg inventory exceeds feature activity for this week.

This Week's Shell Egg Featuring by Category



Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
Feature Rate ^{1/} Activity Index ^{2/}		38.4% of 4,700 sampled outlets Activity Index = 2,390 (includes Medium)						11.6% of 5,900 sampled outlets Activity Index = 1,560 (includes Medium)						22.6% of 4,200 sampled outlets Activity Index = 1,710 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack																1.25	10	1.25
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.99 - 1.88	10	1.47	1.67	20	1.67	1.25 - 1.50	320	1.26				0.99 - 1.50	360	1.36
	White 18 pack				1.99 - 2.99	150	2.85				1.99 - 2.49	130	2.01				2.19 - 2.59	60	2.40
	Brown 12 pack																1.49	10	1.49
	MEDIUM	White 12 pack						White 12 pack			0.99 - 1.25			White 12 pack			0.99 - 1.25		
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack				2.66	40	2.66												
	Brown 12 pack	3.77	10	3.77	3.49 - 3.99	70	3.89										3.99	20	3.99
	OMEGA-3																		
	White 12 pack	3.00	160	3.00	1.99 - 2.99	400	2.58	2.99	20	2.99							1.50 - 2.99	120	2.13
	Brown 12 pack				2.69	10	2.69												
	CAGE-FREE																		
	White 12 pack										2.50	430	2.50				2.50	460	2.50
	Brown 12 pack	3.49	60	3.49	2.00 - 3.49	430	2.88				2.50	520	2.50				2.50 - 2.99	510	2.52
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack	2.59 - 3.49	430	2.90	2.49 - 2.99	620	2.80				2.00	30	2.00				2.50	120	2.50
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,HI, NV)						NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)					
Feature Rate ^{1/} Activity Index ^{2/}		21.1% of 4,200 sampled outlets Activity Index = 390 (includes Medium)						30.2% of 2,800 sampled outlets Activity Index = 870 (includes Medium)						40.6% of 1,200 sampled outlets Activity Index = 650 (includes Medium)					
USDA GRADE AA	White 12 pack				0.99	30	0.99	1.79	30	1.79	1.99 - 2.50	320	2.09				0.99 - 2.19	190	1.35
	White 18 pack				2.89	20	2.89				2.89	130	2.89						
	Brown 12 pack																		
	MEDIUM	White 12 pack			1.20	50	1.20	White 12 pack			1.20 - 1.39	70	1.32	White 12 pack			0.99 - 1.25	190	1.10
USDA GRADE A	White 12 pack				0.49 - 1.67	180	1.00				1.40	10	1.40				0.88	10	0.88
	White 18 pack				1.99	10	1.99										1.88	10	1.88
	Brown 12 pack																		
	MEDIUM	White 12 pack			0.79 - 1.06	90	0.90	White 12 pack						White 12 pack			#### - 1.20	20	0.91
		White 30 pack						White 30 pack			2.50	10	2.50	White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack							2.99	230	2.99	2.50	60	2.50				2.50 - 3.50	90	3.40
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack																2.50	70	2.50
	Brown 12 pack				2.50	10	2.50				2.50	10	2.50				2.50	70	2.50
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack																		



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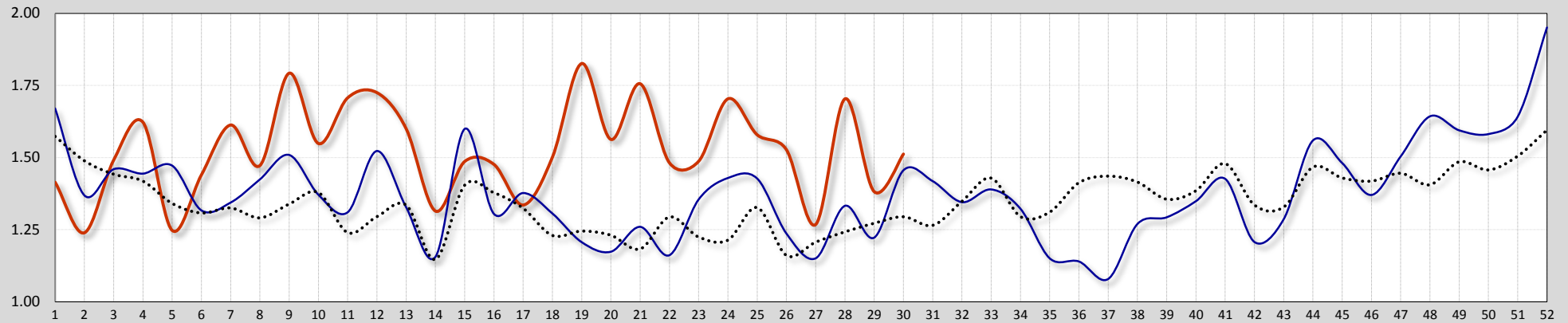
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(prices in dollars per carton)

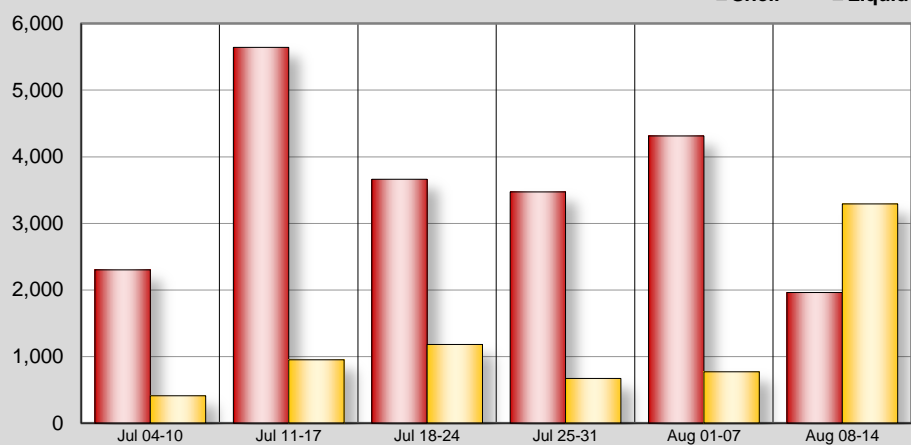
Fri. Aug 08, 2014

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	13.6%	3.5%	9.0%	22.7% of 4,700 sampled	24.4% of 5,900 sampled	11.0% of 4,200 sampled	3.4% of 4,200 sampled	0.0% of 2,800 sampled	1.0% of 1,200 sampled
2/ Activity Index	3,290	770	1,610	Activity Index = 1,220	Activity Index = 1,440	Activity Index = 470	Activity Index = 140	Activity Index = 0	Activity Index = 20
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}
14-16 oz. crtn	1,270 2.51	720 2.49	1,570 2.52	2.00 - 3.29 560 2.68	2.50 100 2.50	1.94 - 2.59 450 2.30	2.38 - 2.49 140 2.46		2.49 - 2.99 20 2.83
32 oz. crtn	2,020 4.48	20 4.99	40 5.16	4.39 - 5.49 660 5.28	3.99 - 4.48 1,340 4.07	5.15 20 5.15			
3 - 4 oz. cup		30 2.56							
2 - 8 oz. cup									

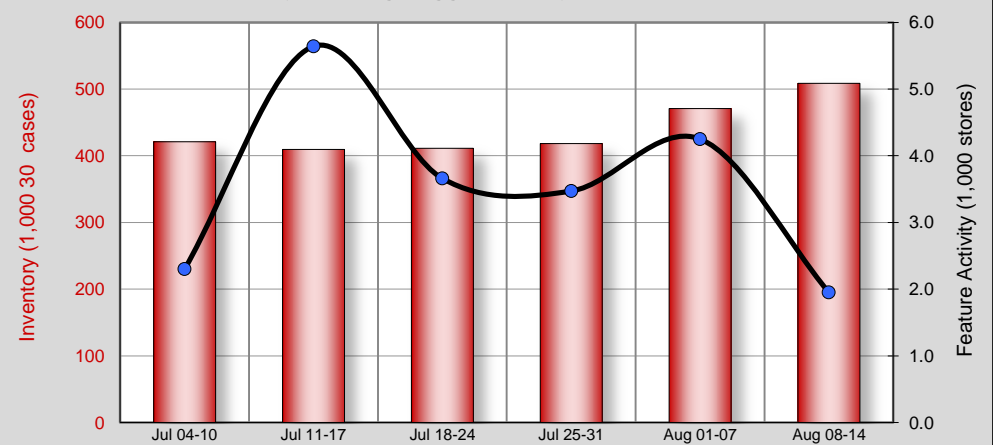
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



Large Shell Egg vs. Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Grain Market News - (515) 284-4471

<http://www.ams.usda.gov/AMSV1.0/LPSMarketNewsPage>